

Call for Papers

118th SMPTE Technical Conference

New York City, 17-22 October 1976

"Production, Post-Production, Distribution and Exhibition — Videotape and/or Film?" These are the words that keynote the completely new program structure for the 118th Technical Conference. This was announced by **Program Chairman Paul Wittlig**, CBS Television Network.

In today's context, industrial categories such as "laboratories" are becoming less precise and less meaningful. Some shows shot on film are being distributed on videotape. Conversely, some videotaped shows are being distributed on film — and with videotape post-production and dubbing taking place in what were exclusively film laboratories. In response to this change in the industry, paper sessions have been set up along functional rather than topical lines. Chief among the categories are *Production* (Studio and Field), *Post-Production*, and *Distribution and Exhibition*, each headed by a Program Co-Chairman.

Production includes the technologies related to cameras, both electronic and film, lenses, lighting, sound pickup and recording, film processing (through the "dailies"), and videotape recording (through the "rawtakes"). **E. Carlton Winckler**, Imero Fiorentino Associates, New York, is the Program Co-Chairman for Production. Mr. Winckler plans to invite several top industry producers to talk about their preferences for producing their particular types of programs on videotape or film. Even though there may be reasons other than technical reasons for preferences, the overall stories are expected to be important to hear.

Some of the technical papers that follow will attempt to reinforce the producers' contentions and will be presented in the perspective of the overall purpose of advancing the state of the art.

Post-Production covers all the traditional film editing, addition of titles, insertion of special effects, and dubbing of dialogue, sound effects and music. It also includes all similarly related videotape functions. **R. LaVerne Pointer** is the Program Co-Chairman for Post-Production. Inasmuch as he served as the Program Chairman of the 114th Conference in New York in 1973, he is uniquely qualified to contribute to the 118th. Mr. Pointer is the Director of Broadcast Engineering at the American Broadcasting Company, having begun his career there in 1948, as a Staff Engineer. He is a Fellow of the Society and a Manager in the New York Section.

As with Production, Mr. Pointer plans to invite several

leading producers to state their preferences and reasons for using film or videotape in the Post-Production phase of their programs. Some of the session papers will further amplify the technical preferences. With the relatively rapid evolution in videotape editing and proliferation of some types of equipment, this session will provide a much needed opportunity for thoughtful appraisal and updating information.

The third category, **Distribution and Exhibition**, covers a wide range of means to distribute and exhibit programs. Included among these are: conventional film printing and distribution; videotape and videocassette dubbing and distribution; film-to-tape transfers and distribution via broadcast networks and CATV; and tape-to-film transfers for syndicated distribution and direct theater-projection. Also included are satellites, videodiscs and means not yet fully developed.

Richard Marcus, President of Rombex Productions Corp., New York has been appointed Program Co-Chairman for Distribution and Exhibition. An engineer for 22 years, Mr. Marcus was previously with the BBC in London. He is familiar with all phases of videotape programming, from production to distribution.

To provide some perspective-setting viewpoints, Mr. Marcus plans to invite several representative distributors and advertising agency executives to describe the most satisfactory means of distributing their program product and commercials. They may volunteer what they foresee for the future.

Some of the session papers will relate to these viewpoints and add technical substance. It is believed the format will provide a new dimension of objectivity.

Alvin J. Siegler, Manager of Quality Control and Transmission, CBS Television Network, has been named **Co-Chairman-at-Large**. Mr. Siegler was a member of the Arrangements Committee for the 111th Conference and is presently a Governor of the Society.

FOR FURTHER INFORMATION

Prospective authors can obtain author forms from the Conference Secretary, Lynne Robinson, SMPTE, 862 Scarsdale Ave., Scarsdale, NY 10583. For additional program information, write or call the Program Chairman, Paul Wittlig, % CBS Television Network, 51 West 52 St., New York, NY 10019. Telephone: (212) 975-5641.



Paul Wittlig



E. Carlton Winckler



R. L. Pointer



Richard Marcus



Alvin Siegler

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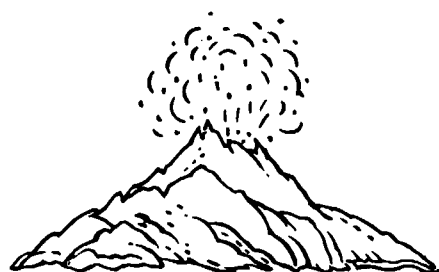
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Special Effects in Motion Pictures

(Some Methods for
Producing Mechanical
Special Effects)

Frank P. Clark

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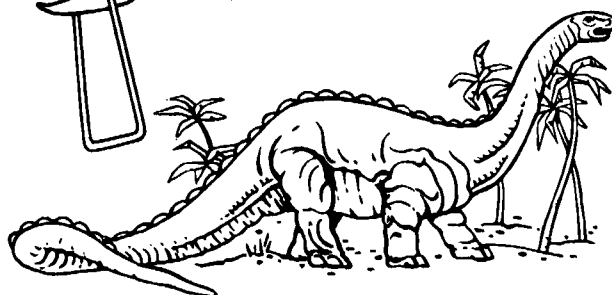
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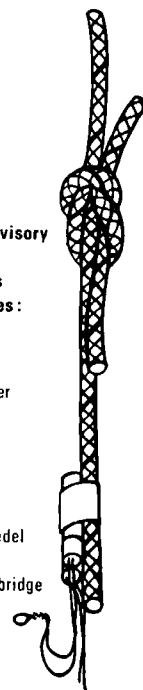
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